



# East Bay Chapter of Society for Technical Communication (EBSTC) Strategic Plan 2007-2010

## Mission

The mission of the East Bay Chapter is to

Advance the technical communication profession in general and within the East Bay communities and to support the Society in its various endeavors.

## Plan Goals

Goal #1: Provide resources to help our members enhance their careers and develop leadership skills.

Goal #2: Promote the technical communication profession within the East Bay community.

Goal #3: Maintain a sense of comradeship and mutual support among chapter members.

In the following tables, the year that the activity will be completed is marked with the following notation:

X = To be completed in this timeframe

x = May be completed in this timeframe depending on outcome of previous year

The *Notes* column indicates the point person(s) for the current year.

Strategy	Tactics	07 - 08	08 - 09	09 - 10	Notes
<b>Goal #1: Provide resources to help our members enhance their career and develop leadership skills.</b>					
<b>Help members stay employed</b>	Be an active supporter/participant of other local chapter's job repository (for example, the Berkeley STC Chapter). On our "Jobs" page, include steps for job seekers and recruiters.	X	X	X	Jobs Mgr / VP Arrangements
	Continue to support Networking SIG by listing it on our Web site and announcing the SIG luncheon at our meetings.	X	X	X	Council
	Maintain resume counselor position.	X	X	X	Council
<b>Expand non-meeting services for chapter members, especially for professional growth</b>	Expand the education manager role to include courses or services to be posted on website.			X	Education Mgr Managing Editor
	Create a "the best of DMV" for 5 years, or a "best of (international) STC" brochure/web page.		X	X	
	Publish "reviews" of local classes, conferences, books, or other resources in the newsletter.	X	X	X	
	Schedule a weekend seminar (subject matter to be	X	X	X	

Strategy	Tactics	07 - 08	08 - 09	09 - 10	Notes
<i>Expand non-meeting services for chapter members (continued)</i>	determined).				
	Schedule a webinar for one of the programs (to be determined).		X	X	
<b>Develop leadership depth and a leader career path</b>	Budget permitting, provide a grant for leaders to attend the STC conference, for example, help send the President-Elect to the Annual Conference.	X	X	X	
	Ensure that we have a Nominating Committee each year.	X	X	X	Council
	Provide a leadership training day once a year and interact with other chapters' leaders.		X	X	LCR or senior chapter members
	Publish leadership position descriptions in newsletter and on website.	X	X	X	Webmaster/Editor
	Enroll all leaders to receive Tie Line.	X	X	X	President or President-elect
	Peruse Tieline & LCR page on STC site for areas of interest and point them out to chapter leaders.	X	X	X	This might be a good task for the President-elect.
	Maintain Leadership Page biographies (Who We Are).	X	X	X	Webmaster
<b>Goal #2: Promote the technical communication profession within the East Bay community.</b>					
<b>Participate in a community project</b>	Survey members regarding what project to do.		X		
	Recruit volunteers.		X		
<b>Build relationships with the business community</b>	Speak at business events (such as Chamber of Commerce and Fraternal organization meetings).			X	
<b>Continue to build the Technical Literacy Project in high schools</b>	As opportunities arise, respond to the evolving needs of local high schools and their students for technical writing instruction.	X	X	X	TR Girill
	Share locally developed literacy materials and techniques with other teachers and chapters through expansion of the EBSTC website.	X	X	X	TR Girill
	Track links to the EBSTC Literacy Project web pages.	X	X	X	TR Girill
	Encourage collaborations with local businesses and government agencies to support technical communication in Bay Area schools.	X	X	X	TR Girill
	Explore and encourage member/student mentoring projects where appropriate for local high school students.	X	X	X	TR Girill

Strategy	Tactics	07 - 08	08 - 09	09 - 10	Notes
<i>Continue to build the Technical Literacy Project in high schools (continued)</i>					
<b>Create relationships with local colleges</b>	Participate in local colleges' career days every year.	X	X	X	College Connection
	Create close relationship with at least 1 college to include speaking at its classes.		X	X	College Connection
	Create a list of contacts to send meeting announcements to.		X	X	College Connection
	Send meeting announcements to local colleges.		X	X	College Connection
<b>Goal #3: Maintain a sense of comradeship and mutual support among chapter members.</b>					
<b>Increase chapter membership by 10% over the life of this plan</b>	Stronger relationships with colleges and businesses (covered in goal 2) could help this.		X	X	
<b>Increase meeting attendance to average 20% of chapter members</b>	Conduct a member survey.		X	X	
	Make changes to meeting venue, time, other logistics, and programs as determined by survey.		X	X	
	Have an incentive meeting (for example 1/2 off dinner price, or bring a guest and come for 1/2 (or free), or offer a razzle-dazzle raffle prize at one meeting, as budget permits).	X	X	X	
	Increase publicity efforts in local media.	X	X	X	Publicity Manager
<b>Continue to build our reputation as the friendly chapter</b>	Create and mail through post office a new member packet to new chapter members.	X	X	X	Membership manager / Council
	Greet new members and guests at meetings.	X	X	X	Hospitality Mgr
	Have guests sign in and send them a followup letter.	X	X	X	
	Hold ice breaker activities at chapter meetings.	X	X	X	Hospitality Manager
	Encourage chapter officers to sit with new people at meetings.	X	X	X	Council
	Hold new member orientation at least twice per year.	X	X	X	Council
	Encourage new attendees at meetings to introduce themselves.	X	X	X	President
	Sponsor non-meeting social events.		X	X	President
	Arrange chapter programs that members want (use survey feedback).		X	X	Program Mgr
<b>Keep the members we have</b>	Get member feedback on how to make the chapter valuable to them (use survey feedback).		X	X	

Strategy	Tactics	07 - 08	08 - 09	09 - 10	Notes
<i>Keep the members we have (continued)</i>	Podcast Speaker programs.	X	X	X	
	Maintain YahooGroups Network.	X	X	X	
	Publish member accomplishments (inside & outside the Society) on the website and in the newsletter.		X	X	Webmaster Newsletter Editor
	Contact by email non-renewing members; ask to reconsider, ask why they are not renewing.	X	X	X	Council
	Update Member Directory.	X	X	X	Membership Manager
	Award Senior pins in June to all those who have achieved Senior Membership during previous fiscal year.	X	X	X	
	Create an online suggestion box.		X	X	Webmaster
<b>Increase volunteer participation</b>	Complete member survey re: incentives for volunteers.		X	X	Council
	Make changes to volunteer recognition and structure as determined by survey. Ideas: <ul style="list-style-type: none"> <li>press releases on volunteers</li> <li>award presentations at individual's jobsite</li> <li>letters to clients and employers regarding accomplishments</li> <li>volunteers appreciation meeting with certificates</li> <li>volunteer of the year</li> </ul>		X	X	Council
	Keep volunteers page on website current.	X	X	X	Webmaster
	Publish list of volunteers in newsletter.	X	X	X	Newsletter Editor
	Nominate annually: <ul style="list-style-type: none"> <li>Distinguished Chapter Service Award</li> </ul>	X	X	X	Council
	Review membership annually for possible: <ul style="list-style-type: none"> <li>Associate Fellow</li> </ul>	X	X	X	Council
	Have no more than one voting office open at a time.	X	X	X	Council
<b>Improve council communication</b>	Hold at least four quarterly council meetings.	X	X	X	President
	Document the duties of all volunteer and council member positions.	X	X	X	Council
	Announce council meetings (time/place) at chapter meetings.	X	X	X	
	Publish council meeting results on Web site and in Newsletter.	X	X	X	

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<i>Improve council communication (continued)</i>	Inventory our physical assets.	X	X	X	President/Treasurer
	Maintain archives of chapter documents and awards	X	X	X	
<b>Improve communications on chapter website</b>	Maintain a volunteers page.	X	X	X	Webmaster
	Maintain a history page.	X	X	X	Webmaster
	Maintain and update as necessary a chapter brochure to be used for recruiting members.				
	Maintain a bi-monthly newsletter.	X	X	X	Newsletter Editor